



## Heartlands of Fife LTA Meeting & AGM Minutes

Monday 27<sup>th</sup> January – 2.00pm

2.00pm – Leslie Town Hall

### Attendees

|                       |                       |                |                       |
|-----------------------|-----------------------|----------------|-----------------------|
| Callum Spence         | Linn Williamson       | Gordon Dixon   | Kirsty Strachan       |
| Bruce Manson          | George Proudfoot      | Alex Airnes    | Sheila Hubble         |
| Cllr Julie MacDougall | Cllr Lesley Backhouse | Nicola Stewart | David Keen            |
| Wendy Barrie          | Sharron McCormick     | Mark White     | Brian Gorton          |
| Wendy Barrie & Bose   | Lisa Edwards          | Alan Crombie   | Cllr Alistair Cameron |
| Peter Wooding         |                       |                |                       |

Apologies: Cllr Lynn Mowat, Ian Archibald, Cllr Linda Erskine

### AGM Minutes

#### 1. Minutes from Previous AGM – 12<sup>th</sup> January 2024 – Burntisland Burgh Chambers

- Passed – no concerns raised.

#### 2. Chairpersons Report.

- Callum thanked all those who had supported the group and attended the meetings over the past year.

#### 3. Treasurers Report

- Brian presented the current financial footing of the group (sitting on a balance on £20,045).
- Callum re-iterated that this balance continues to grow and is cause for concern due to future funding requirements.
- Linn Williamson reminded the group that the projects submitted on the 2024 funding application must be spent before 31<sup>st</sup> March.
- Callum encouraged anyone with ideas or projects in the pipeline to submit these for consideration.

#### 4. Election of Office Bearers

- Chairperson – Gordon Dixon nominated, seconded by Alan Crombie
- Vice-Chairperson – Callum Spence nominated, seconded by Alan Crombie
- Secretary – Still Vacant, Callum has offered the post to Erin Daniels of Cluny Activities.
- Treasurer – Nicola Stewart nominated, seconded by Gordon Dixon.

#### 5. AOB

- Cllr Lesley Blackhouse queried the lack of participation at the meeting, especially from business representatives. Callum mentioned that the attendance on the day was actually higher than normal.
- Linn Williamson mentioned that all business with Welcome to Fife listings are email invited to the meeting.
- Cllr Lesley Blackhouse suggested that better engagement with business might promote more members and better participation.

The AGM concluded.

## Meeting Agenda:

### 1. Chairperson's Welcome

Callum welcomed all to the meeting and thanked Mark White of Leslie Town Hall for accommodating the meeting. Callum welcomed Gordon as the new chairperson for the group.

### 2. Apologies

Apologies for received from Ian Archibald.

### 3. Minutes from previous meeting agreed / amended if necessary

- No issues/comments raised.

### 4. Agenda Items

#### a. Peter Wooding – East Neuk 50 Update

- Peter gave an insight into the project which is still very much at the research stage and promoted the group for feedback.
- Wendy Barrie mentioned that although she promotes cycling, was unsure of the name 'East Neuk 50'. Wendy commented that the routes around the area were unsafe and would promote a project that had designed paths for cycles.
- Other members picked up on the name suggesting it doesn't promote the Heartlands Area. Peter did re-iterate that the planned route would start in Kirkcaldy.
- Cllr Julie MacDougall questioned the need for the route with there already being accessible cycle routes along the Fife Coastal Path with further plans to improve the route between Kinghorn and Glenrothes.
- Linn Williamson questioned why the route didn't start in Inverkeithing to perhaps extend the route using routes that were already there.
- Kirsty Strachan mentioned that the creation of the route might dilute the routes already in and around Heartlands such as The Pilgrims Way.
- Peter was thanked for his time and Callum asked if his slides could be shared. More information can be found here - [The East Neuk 50 Cycle Route](#)

#### b. Advertising – Fife Council Roundabouts – CS proposal

- Callum presented the proposal for Roundabout Sponsorship. The cost depends on the volume of traffic A, B or C = £184.15, £306.91 or £429.69 per sign per annum. There is also a one-off charge to produce and install the sign of £184.15 each sign.
- However only the company or group name can be displayed on the advertising sign.
- Nicola Stewart raised the point that Heartlands of Fife has very little meaning and whether drivers would remember the name.
- Sharron McCormick raised the point that the costing was very cheap compared to commercial advertising.
- Wendy Barrie commented that this was perhaps quite a lot of money to spend for what the group would get in return.
- Callum mentioned that the topic was raised at the last meeting hence why a quote had been received. He mentioned that although he had concerns with the signage, it seemed cost effective and might be worth a 'punt' considering the size of the budget.
- Brian Gorton mentioned that any advertising carried out should be measurable.
- Alex Airnes suggested that perhaps local radio advertisement could benefit the group and will come back with prices.

#### c. Gazebo design

- Sharron McCormick had passed on gazebo pricing prior to the previous meeting and it was agreed that the 2024 funding application would incorporate this.
- Nicola passed on further pricing and is to present design costs for this.
- The idea of the gazebo was to take to local adverts to promote awareness for the Heartlands of Fife.

#### **d. Events Calendar**

- Alex Airnes has drafted up a calendar which is to be passed on.

#### **e. Grant Funding proposals**

- None received. Callum again mentioned that without proposals the budget won't be spent. The group needs ideas.
- Again Linn Williamson mentioned the importance of getting the grant funding report returned before 31<sup>st</sup> March 2025.
- Emma Johnson had been in touch with Callum regarding a project she has running, Callum is due to meet with here in February and will feedback to the group.

### **6. Welcome to Fife Update**

- Visitor Levy is being looked at for Fife, potentially working with Tay Country partners. This is at very early stages and a full consultation with businesses and local people will take place as part of the process. The best way to have your say is to check our website, newsletters and social media for updates and attend LTA meetings on a regular basis to avoid missing your opportunity to discuss
- STL – Committee Report regarding control areas. Officers advised not to implement control areas as they do not believe this will help the housing situation. However Cllrs did not agree and ask for amendments. The STL team will now look to pull together a process and return to committee in April for that to be agreed. Once agreed businesses and local communities will be able to engage in consultation. We would encourage all businesses to be involved in the consultation and highlight why they are important to your business \ area where applicable. The best way to have your say is to check our website, newsletters and social media for updates and attend LTA meetings on a regular basis to avoid missing your opportunity to discuss. After Fife wide consultation has taken place, the team will then report back to committee with results. If it is then decided to move forward in a specific area further consultation will then take place.
- The Open will return to St Andrews in 2027 11<sup>th</sup>-18<sup>th</sup> July. We would encourage businesses to start thinking now about opportunities . Travel Trade, offerings in your business. Remember STL applications will be due for renewal and visitor levy may also be in play around the same time, so it will be a busy year.
- [New Electronic Travel Authorisation](#) please ensure you are aware of the rules
- Welcome to Fife – The Kingdom Where it All begins marketing activity continues, with press articles, brand partnerships etc. National Geographic content in final proofing and will feature Glenrothes & Cowdenbeath public art.
- New content added to Fife Icons section of website, including Fife Pilgrim Way content, Inspire Me Reasons to visit featuring Riverside Park, new golf section being developed.
- Fife Art Trail has been developed and is now live and being promoted via newsquest. Glenrothes is a main feature but other artworks across The Heartlands and Fife are included. Further marketing to follow. [Fife Art Trail - Explore the Kingdom of Fife](#)
- Working with simplicity marketing over next 3 months on social media content for Welcome to Fife
- Visitor Information points. Kirkcaldy Galleries will be rolled out on 28<sup>th</sup> January, with training provided for the team. St Andrews information centre, window display agreed in old shop and will be in place until a new tenant is found. St Andrews Uni and the World Golf Museum will also be rolled out in the next few weeks. Crail Heritage Museum will be rolled out fully in April. Additional points will be rolled out across phase 2 venues over the next few months. Any businesses looking to be part of the programme please do not hesitate to contact Linn. [Love Fife Tourist Information - Welcome to Fife For Industry](#)
- Fife Food and Drink Week will take place 8<sup>th</sup> March – 16<sup>th</sup> March marketing is happening however a number of businesses are still to sign up. As a reminder this is a FREE event for your business to be part of and all food and drink businesses are welcome to take part. [Fife Food & Drink Week - Welcome to Fife For Industry](#)

- VisitScotland Connect 25 – Welcome to Fife will be attending and all businesses who have been involved in the programme will be included in the marketing material and promoted during the event. A reminder for all those who have been involved in the programme, make sure your sales sheet is up to date and correct, it has been added to Tay Country website, and has been added to VisitScotland Travel Trade section. Agents will be looking for new experiences over the next few months. Please also remember to respond to agents within 24 hours of making an enquiry and follow up on provisional bookings.
- Sustainable Tourism – Action plan for Glasgow Declaration due end of February. All businesses are encourage to look at their sustainability policies as this will become more important over the coming months and years. Free help is currently available so please engage with the team to take advantage of opportunities.
- Accessibility training – FREE online module available to businesses. Further information will follow on opportunities around accessible tourism and working with Accessible.
- [Accessibility Awareness \(Digital Information\) - Disability Information Scotland](#)
- [Home | AccessAble](#)
- Add or check your Welcome to Fife and VisitScotland listings, ensure they are up to date [How to Guide - Update your Welcome to Fife Business Listing - Welcome to Fife For Industry](#)

## 7. Financial Report – covered in AGM

## 8. Round table updates

- **In the interest of time members were asked to submit these by Friday 31<sup>st</sup> January to be included in the minutes. Updates can be found below;**
- **Cluny Activities** – Have made use of grant funding from Business Gateway for ‘Strategy and Business Development’. Callum currently liaising with Jamie McCallum on this and has 2 free days of workshops and seminars in the bank. Cluny have also been working with Welcome to Fife to make use of their free Travel Trade workshops. Catherine has taken this on and has received support to become ‘Travel Trade ready’. Cluny hopes this will encourage more overseas visitors to their venue and beyond. Furthermore, over 3,000 locals have now visited their 12-hole ‘Heartlands of Fife’ themed mini-golf course.
- **Riverside Park Project** – Lisa Edwards mentioned the project is nearing completion, only the toilets to finish. An open day is planned for April (date TBC) and Heartlands members will be welcome to attend.

## 9. AOB

- None raised

## 10. Dates for next meeting

Monday 31<sup>st</sup> March – Venue TBD

| Actions                                      | Date                     | Owner                            |
|----------------------------------------------|--------------------------|----------------------------------|
| Finalise Gazebo design and order             | 1 <sup>st</sup> March    | Nicola Stewart/Sharron McCormick |
| Local Radio advertising quote to be received | 1 <sup>st</sup> February | Alex Airnes                      |
| Merchandise Pricing                          | 1 <sup>st</sup> March    | Gordon Dixon                     |
| Finalise Event Calendar                      | 1 <sup>st</sup> March    | Alex Airnes                      |
| Lochore Planters Sign                        | 1 <sup>st</sup> March    | Nicola Stewart/Callum Spence     |
| Grant Funding Report                         | 31 <sup>st</sup> March   | Gordon Dixon/Callum Spence       |
| Handover of Treasurer duties                 | 1 <sup>st</sup> March    | Brain Gorton                     |